

CHAPTER II

GENERAL DESCRIPTION

A. The Ba(c)ker Profile

1. Company Description

The company name for Japanese Milk Buns and Spring Rolls is “The Ba(c)ker”. Combining words from “hacker” and “backer” that made this business kind of unique. Since a hacker is a person that manipulates data, this ba(c)ker is a baker that creates flavor into a better one. Located at Taman Royal 3 blok A16/18, Tangerang, this business legality is UMKM Home Industry. The Ba(c)ker has two menus, the first is Japanese Milk Buns, this food is made from flour and milk. This Japanese style bread has a soft, fluffy texture and milky taste. The second is Spring Rolls, chocolate and cheese wrapped in spring rolls and processed by frying. This food is easily accepted by everyone.



Figure 2.1 The Ba(c)ker Logo

The Ba(c)ker has a vision and mission to achieve that vision. These are the vision and mission for the business:

VISION:

The vision of the establishment is to be one of the most favorites and trusted Japanese milk buns and Spring Rolls Shop both in quality and taste.

MISSION:

- a. Using the best quality of ingredients.
- b. Create and introduce a product that is known to most people by using digital media.

The Ba(c)ker have two products, and here are some menus:



Figure 2.2 Japanese Milk Buns Menu




Figure 2.3 Spring Rolls Menu

2. Facilities

As a marketing staff, there are several facilities to support the work of the marketing staff:

Table 2.1 Marketing’s Facilities

No.	Categories	Description
1.	 Figure 2.4 Laptop	<p>The specification of the laptop is using intel core i3 with 4 GB of RAM. The laptop has photo editing software such as Canva. The functions of the laptop are:</p> <ul style="list-style-type: none">a. Creating designb. Editing photoc. Editing video



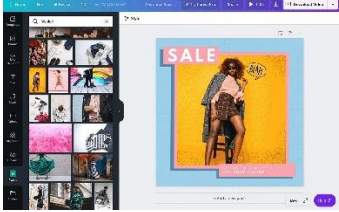

2.	 <p>Figure 2.5 Wi-Fi Router</p>	<p>The specification of the Wi-Fi Router is has an 50 mbps of internet network. The functions of the Wi-Fi Router are:</p> <ol style="list-style-type: none"> Connect the electronic devices to the network
3.	 <p>Figure 2.6 Handphone</p>	<p>The specification of the handphone are 64GB of storage memory and 3GB of RAM. The functions of the handphone are:</p> <ol style="list-style-type: none"> Communication with customers Communication with team Open and control the social media and other applications Save photos and videos of products
4.	 <p>Figure 2.7 Editing Application</p>	<p>Canva is an application that can be used for:</p> <ol style="list-style-type: none"> Editing photo Editing video Creating design such as designing cards, posters and brochures
5.		<p>Marketing staff needs stationery to make notes or make schedule</p>

	Figure 2.8 Stationery	
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A. Organizational Structure

1. Company Structure

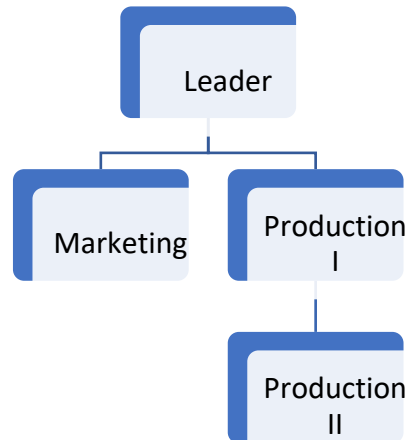


Figure 2.9 Organizational Charts of The Ba(c)ker

2. Finance Job Desk:

- a. Calculate income and expenses of the ingredients
- b. Create the proof of customer transaction data
- c. Operate Microsoft Word and Microsoft Excel applications
- d. Create a sales revenue diagram

Standard Operational Procedures for Finance Staff:

- a. Standard transactions for receiving money into the company
All transactions of receiving money from customers must be recorded so that the company has data to prove and manage finances.
- b. Standard of spending money transaction from the company
Every time the company spent money, the company has records including capital for purchasing ingredients, packaging and a minimum of operational costs.

3. Production I Job Desk (Japanese Milk Buns):

- a. Purchase of the required ingredients
- b. Storage of ingredients to be used
- c. Producing Japanese Milk Buns

- d. Product packaging
- e. Delivery order

Standard Operational Procedures for Production Staff 1:

- a. Check the quality and prepare all of the ingredients which will be processed
Before doing production, the production team checks the quality of ingredients and prepares the ingredients that will be used.
 - b. Wash and sanitize the equipment properly
The cleanliness of the equipment must be maintained before using, keep it clean so the equipment is not easily damaged.
 - c. Make sure all of the equipment is clean
Check and ensure that the equipment to be used is completely clean so that it is not contaminated with bacteria.
 - d. Wash hands before doing the production process
Make sure the hands are clean before making production so the quality of the bread is maintained and does not spoil quickly.
 - e. Use a face shield and hand gloves while making the product
The production team must use a face shield and hand gloves while during the production, so the cleanliness is maintained.
 - f. Before packaging, check the packaging box
Check the packaging, so that when shipping the packaging is not broken and does not change the shape or taste of the bread.
 - g. Ensure all SOP are followed.
4. Production II Job Desk (Spring Rolls):
- a. Carrying out product quality and procedures
 - b. Regulate and control the raw materials of the production process
 - c. Precise in maintaining the quality of the product that is stored
 - d. Maintaining the quality of production equipment, raw materials, to packaging
 - e. Provide the reports to financial staff
 - f. Responsible for material preparation and production processes
5. Marketing Job Desk
- a. Managing the company's social media such as Instagram and WhatsApp

- b. Engage and handle the customers online orders and product review
- c. Create interesting design and marketing content about the products for Instagram feeds
- d. Made creative concepts and arranged social media to attract customers

Standard Operational Procedures Marketing Staff:

- a. Make sure the customer chat has been responded

The marketing staff controls all customer chats on WhatsApp or Instagram, ensuring that the marketing staff has respond feedback or suggestion.

- b. Purchase quantity control

The marketing staff make sure the order information to the production staff is correct, also ensure to the production staff that the materials are still available.

- c. Create event design

Marketing staff make event designs according to the theme of the event.

- d. Ensure all SOP are followed.